Celebrity Endorsements Raising Perceived Value of Products Amongst College-Aged Individuals

Paige E. Nelson, Sierra M. Myers, Alex J. Moreno

Bemidji State University

BUAD 4467-90: Marketing Research

Dr. Kelly La Venture

December 06, 2020

Table of Contents

Executive Summary

The researchers were assigned by Dr. Kelly La Venture to research (1) if products with celebrity/influencer endorsements raised the perceived value of brands' products amongst ages 18-26 and (2) if shopping behaviors were influenced by the endorsements among this age group. The purpose of this study is to understand the perception of endorsements and whether-or-not shopping behaviors would be influenced by them so brands who are marketing to this age group with endorsements can better understand the perceptions of their target audience to develop informed marketing decisions for their products.

About the Research

The investigators used Qualtrics to provide a 13-question survey non-probability convenience sampling method based on the judgement of the researchers to their friends, family or classmates within the target population age. The survey had 129 responses between November 20th, 2020 to December 1st, 2020.

Key Results

- 43.2% of all respondents are moderately more likely to purchase an endorsed product if the celebrity is considered an expert in the industry with 48.3% of ages 18-20, 40.7% of ages 21-23 and 43.2% of ages 24-26.

- 33.3% of all respondents were willing to pay up to 3% more for a celebrity endorsed product than a similar product that is not endorsed with 31% of ages 18-20 willing to pay <1% more and 22.7% of ages 24-26 willing to pay 1-3% more.

- 37.9% of ages 18-20 and 37.3% of ages 21-23 answered that they are slightly more likely to purchase an endorsed product compared to a non-endorsed similar product whereas 15.9% of ages 24-26 are slightly more likely.

- 25.8% of all respondents are expecting moderately better product quality from a celebrity endorsed product compare to a non-endorsed similar product with 31% of 18 to 20-year-olds, 28.8% of 21 to 23-year-olds and just 18.2% of 24 to 26-year-olds.

- 20.5% of all respondents are slightly more likely to purchase an endorsed product if the celebrity's face is on the packaging with 31 % of ages 18-20, 22% of ages 21-23 and 11.4% of ages 24-26.

Recommendations

1. Seek the most qualified experts/professionals in the respective industry to promote products.

2. Prices of endorsed products can be slightly raised to increase revenue.

3. Utilize product endorsements if marketing to ages 18-20 and decrease use if marketing products to ages 24-26.

4. Increase quality of products if utilizing a celebrity endorser.

5. Place the celebrity endorsers' face on the product packaging if marketing to ages 18-20.

Introduction

The researchers conducted the following survey for the Marketing Research class taught by Dr. Kelly La Venture of Bemidji State University. As the target audience is college-aged, the ages surveyed through Qualtrics were between 18 and 26-years-old of the researchers' friends, family, classmates or social media contacts to answer the questions, "Do products with celebrity/influencer endorsements raise the perceived value of brands' products amongst ages 18-26?" and "Are shopping behaviors influenced by the endorsements amongst this age group?" The resulting data can provide insight to the posed questions.

Method

Researchers for the characteristics of the population will include those between the ages of 18-26 that consist of any gender, race, ethnicity, behavior or lifestyle. The sample population will be friends, family, or classmates of the researchers within the target population age. For the sampling procedure researchers choose non-probability convenience sampling method will be used as the selection process will be based on the judgement of the researchers as this method is the most appropriate for exploratory research (Textbook Media Press, n.d.).

To increase compliance of the target age, the researchers will be asking only those within the specified age bracket to participate and asking those outside of the bracket to not participate. The sample size has been determined by the researchers to consist of 100 participants and will be sequential. After the researchers create the survey in Qualtrics, it will be distributed by the three researchers using their personal social media accounts as well as texting links. This survey will only be distributed to people.   The researchers will also ask for the survey to be shared by classmates to ensure getting 100 responses. When people respond to the survey using Qualtrics

they will be anonymous in the reflection of the research as well as to the researchers analyzing the data.

Non-probability sampling methods are when the probability cannot be calculated. When using this method is not possible to predict or find a margin of error. This method is used in samples like convenience samples, judgement samples, quota samples and snowball samples (Textbook Media Press, n.d.).

Nominal Scales helps to identify or classify information. The questions have answer options that are all a part of the same category and that are also made so only one answer fits the person. Ordinal Scales help organize data in a certain order. These leaves ranking questions and also questions that help participants pick a number on a scale.

Interval scales are preferred for measuring attitudes and include the properties of nominal & ordinal scales with some additions. In this type of scale, distances between numbers are considered equal and allow for computation with means, standard deviations, difference in means and statistical tests. Classification and order exists in the interval scales as well as response category options of mutually exclusive and categorically exhaustive.

Ratio scales are the highest order and include properties of each of the prior scales. Though, these have an absolute zero point, like when measuring temperature and Data point represent actual quantities of variable (Textbook Media Press, n.d.).

Researchers have multiple ways to ensure their measurements are reliable: test-retest, equivalent forms and internal consistency. The test-retest method consists of the test being done more than once. If the results are similar within a reason degree of error, the data can be considered reliable. The equivalent forms method uses two different forms of measuring. For

example, the ACT and SAT are separate tests, but both measure students' readiness for college. The internal consistency method uses the Cronbach alpha to gauge the degree of accuracy to which the survey measures what it's supposed to measure.

The methods used by researchers to ensure validity are: face validity, content validity, predictive validity and construct validity. The face validity is the weakest and is subjective based on the researcher's opinion. The content validity method goes through a series of steps: 1. literature review, 2. panel of experts, 3. pre-test with open-ended question, 4. Scale reduction through data analysis (Textbook Media Press, n.d.). Predictive validity uses data already collected to predict future data. The construct validity method is the most difficult and consists of convergent validity and discriminant validity. Convergent validity is described as, Convergent construct validity tests the relationship between the construct and a similar measure; this shows that constructs which are meant to be related are related (Ginty, 2013). While Discriminant construct validity tests the relationships between the construct and an unrelated measure; this shows that the constructs are not related to something unexpected.

Results

Section one: Do celebrity/influencer endorsements raise the perceived value of products amongst college-aged individuals?

To truly understand if the perceived value of products is raised with endorsements, the researchers asked the question, "Are you, and if so, how much more are you willing to pay for an item that is celebrity endorsed compared to a similar item that is not celebrity endorsed?" 33.3% of all respondents were willing to pay up to 3% more for a celebrity endorsed product than a similar product that is not endorsed. Data tables in Appendix C offer complete information.

Figure 1: Increased price willing to pay for endorsed product compared to non-endorsed.
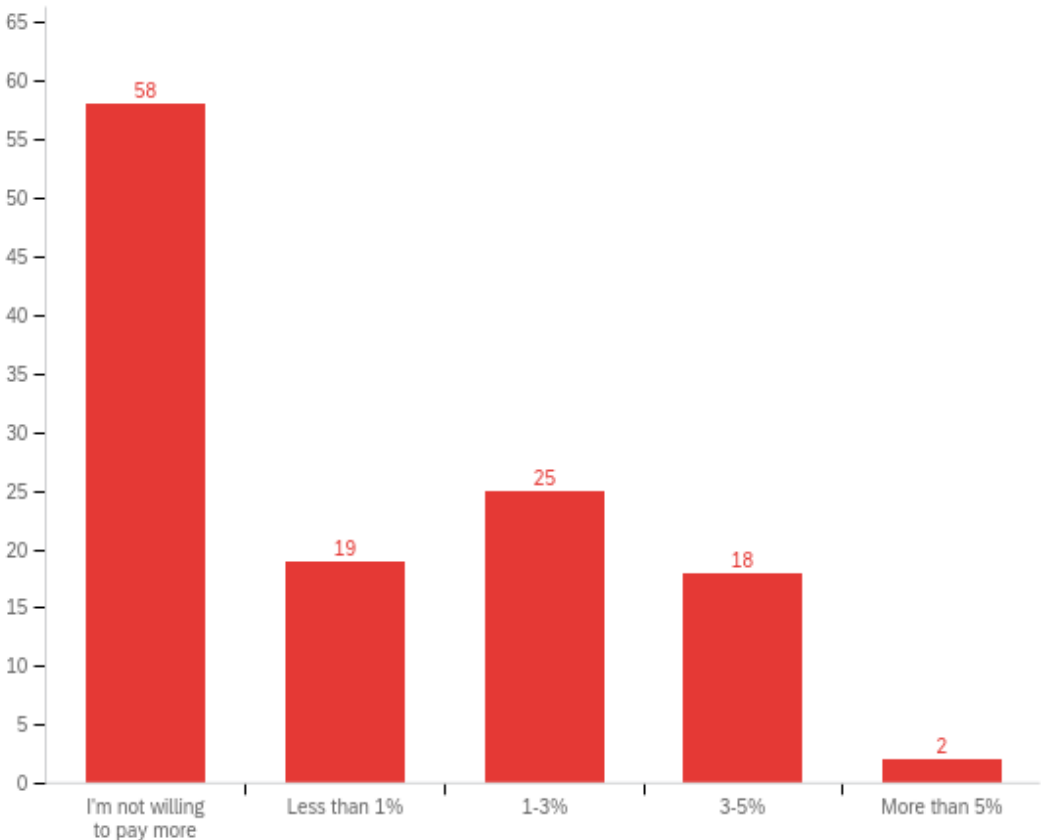
(1) **I'm not willing to pay more:** The largest number of responses chose that they are "not willing to pay more" at 47.54% of total responses, or 58 count. 47.7% of ages 24-26 and 47.5% of ages 21-23 chose that they are not willing to.

(2) **Less than 1%:** 14.4% of respondents who answered are willing to pay less than 1% more for the endorsed product. The largest age group who chose this were the 18 to 20-year-olds. 8.5% and 11.4% of ages 21-23 and 24-26 respectively chose less than 1%.

(3) **1-3%:** 18.9% of respondents who answered are willing to pay 1-3% more for the endorsed product. Ages 24-26 made up the largest portion who answered 1-3% at 22.7% with 17.2% of ages 18-20 and 16.9% of ages 21-23.

(4) **3-5%:** 13.6% of respondents who answered are willing to pay 3-5% more for the endorsed product. Ages 21-23 made up the largest portion of respondents who chose 3-5% are 20.3%. 10.3% of ages 18-20 and 6.8% of ages 24-26 answered 3-5%.

(5) **More than 5%:** 1.5% of all respondents who answered chose more than 5%. The two responses were both by ages 24-26. 0% of ages 18-20 and 21-23 answered more than 5%.

Section two: Are shopping behaviors influenced by celebrity endorsements of products?

Section two answers the question, "Are shopping behaviors influenced by celebrity endorsements of products?" with questions relating to expertise of the endorser, products with endorsements, quality expected of products with endorsements and likeliness to purchase if the endorser's face is on the packaging.

Figure 2: Likeliness to purchase expert endorsed product.
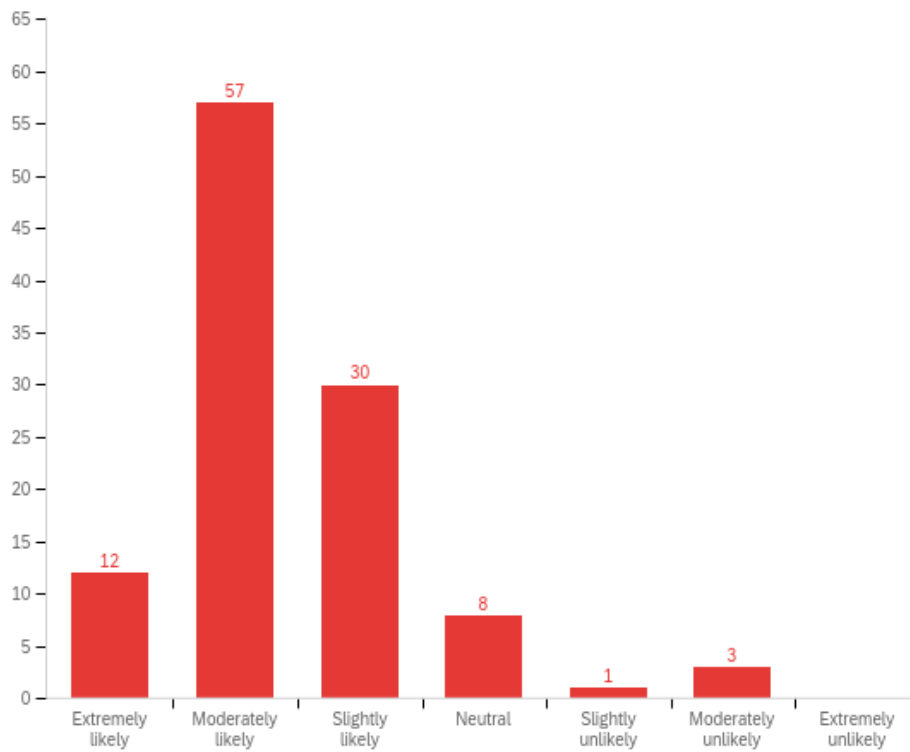
(1) **Extremely likely:** 9.1% of all respondents who answered marked that they're extremely likely to purchase if the endorser is considered an expert. The largest group were ages 18-20 at 13.8%. 10.2% of ages 21-23 and 4.5% of ages 24-26 marked that they're extremely likely.

(2) **Moderately likely:** 43.2% of all respondents who answered are moderately likely to purchase if the product endorser is an expert. Ages 18-20 made the largest group at 48.3%, ages 21-23 made up 40.7% and ages 24-26 made up 43.2%.

(3) **Slightly likely:** 22.7% of all respondents who answered are slightly likely to purchase if the endorser is an expert. Ages 24-26 made up the largest group at 27.3%, ages 21-23 made up 23.7% and ages 18-20 made up 13.8%.

(4) **Neutral:** 6.1% of all respondents who answered marked neutral. Ages 24-26 made the largest group at 9.1%. Ages 21-23 made up 5.1% and ages 18-20 made up 3.4%.

(5) **Slightly unlikely:** 0.8% of all respondents who answered are slightly unlikely to purchase. Only ages 21-23 chose this at 1.7% of the age bracket.

(6) **Moderately unlikely:** 2.3% of all respondents who answered are moderately unlikely to purchase. Ages 21-23 made the largest group at 3.4% and ages 24-26 made up 2.3%. 0% of ages 18-20 are moderately unlikely.

(7) **Extremely unlikely:** 0% of all respondents chose extremely unlikely to purchase if the endorser is an expert.

Figure 3: Likeliness to purchase endorsed product compared to non-endorsed product.
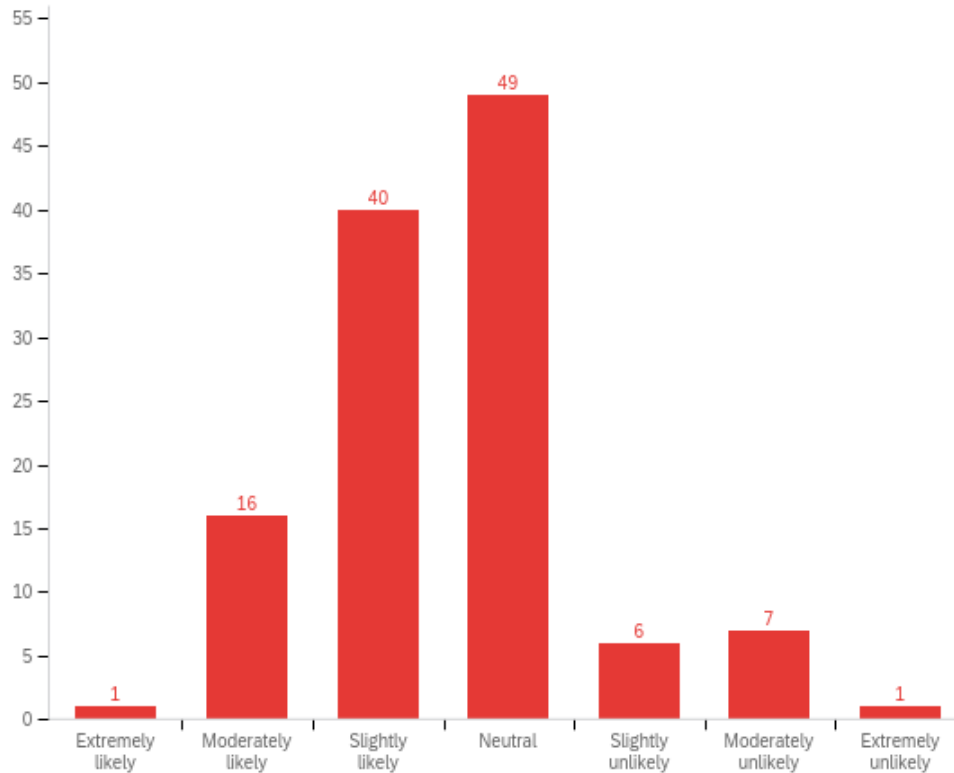
(1) **Extremely likely:** 0.8% of all respondents who answered are extremely likely to purchase a celebrity endorsed product with only ages 21-23 choosing extremely likely at 1.7% of that age group.

(2) **Moderately likely:** 12.1% of all respondents who answered are moderately likely to purchase with ages 18-20 making up the largest group at 17.2% of the age group. 11.4% of ages 24-26 and 10.2% of ages 21-23 chose moderately likely.

(3) **Slightly likely:** 30.3% of all respondents who answered are slightly likely to purchase with ages 18-20 making up the largest group at 37.9% of the age group. 37.3% of ages 21-23 and 15.9% of ages 24-26 are slightly likely.

(4) **Neutral:** 37.1% of all respondents who answered are neutral. Ages 24-26 made up the largest age group at 54.5% of respondents chose neutral. 35.6% of ages 21-23 and 13.8% of ages 18-20 chose neutral.

(5) **Slightly unlikely:** 4.5% of all respondents who answered chose slightly unlikely with ages 18-20 making the largest group at 6.9% followed by 4.5% of ages 24-26 and 3.4% of ages 21-23.

(6) **Moderately unlikely:** 5.3% of all respondents who answered are moderately unlikely with ages 18-20 making up the largest group at 13.8% of that age group followed by 3.4% of ages 21-23 and 2.3% of ages 24-26.

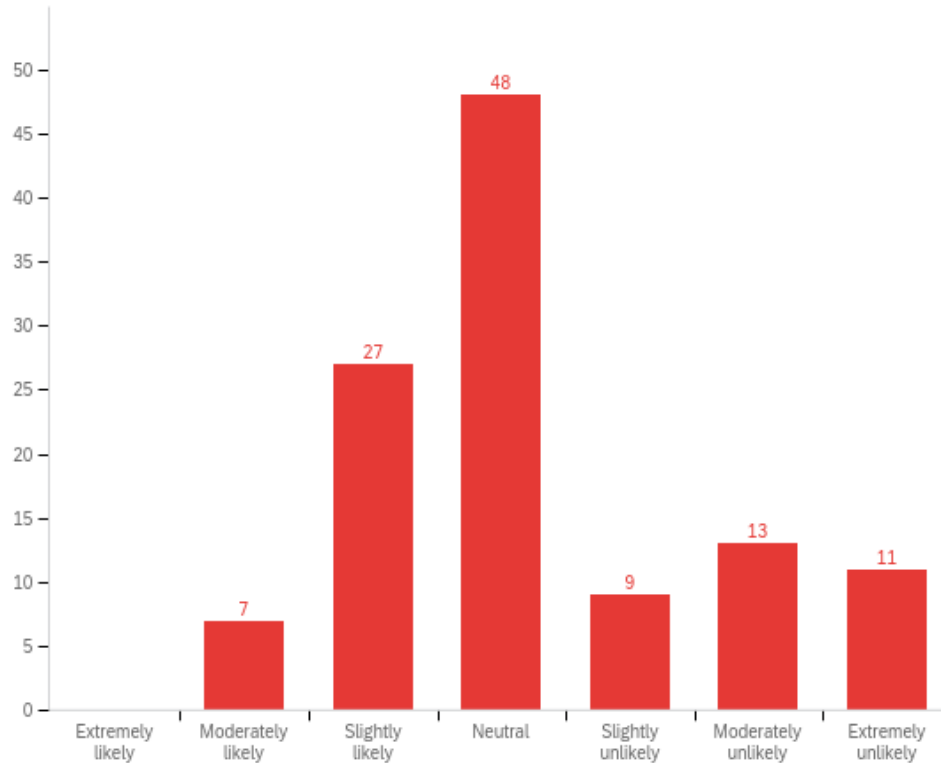(7) **Extremely unlikely:** 0.8% of all respondents are extremely unlikely with 1.7% of ages 21-23 being the only ones who chose extremely unlikely.

Figure 4: Quality expected from endorsed products compared to non-endorsed products.
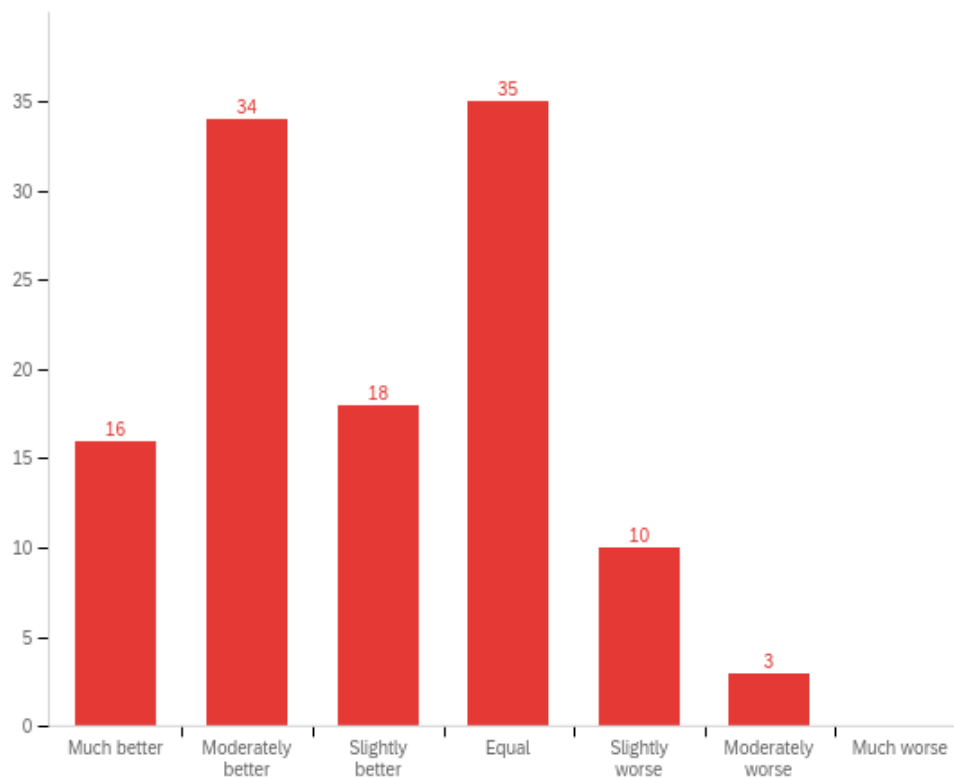
(1) **Much better:** 12.1% of all respondents who answered expect much better quality of product from a celebrity endorsed product with the largest age group being 24-26 at 15.9%. 13.6% of ages 21-23 and 3.4% of ages 18-20 expect much better quality.

(2) **Moderately better:** 25.8% of all respondents who answered expect moderately better product quality with the largest age group being 18-20 at 31%. 28.8% of ages 21-23 and 18.2% of ages 24-26 expect moderately better quality.

(3) **Slightly better:** 13.6% of all respondents who answered expect slightly better product quality with the largest age group being ages 21-23 at 15.3%. 13.8% of ages 18-20 and 11.4% of ages 24-26 expect slightly better product quality.

(4) **Equal:** 26.5% of all respondents who answered expect equal product quality compared to a non-endorsed product with the largest age group being 24 to 26-year-olds at 38.6%. 22% of ages 21-23 and 17.2% of ages 18-20 expect the same product quality.

(5) **Slightly worse:** 7.6% of all respondents who answered expect slightly worse product quality with the largest age group being ages 21-23 at 10.2% followed by 9.1% of ages 24-26. 0% of ages 18-20 answered slightly worse.

(6) **Moderately worse:** 2.3% of all respondents who answered expect moderately worse quality of product with the largest age group being ages 18-20 at 6.9% followed by 2.3% of ages 24-26.

(7) **Much worse:** 0% of all respondents who answered marked much worse product quality.

Figure 5: Likeliness to purchase endorsed product if endorser's face is on the packaging.

(1) **Extremely likely:** 0% of all respondents who answered are extremely likely to purchase the product if the endorser's face is on the packaging.

(2) **Moderately likely:** 5.3% of all respondents who answered are moderately more likely to purchase with the largest age group being ages 18-20 at 10.3%. 5.1% of ages 21-23 and 2.3% of ages 24-26 are moderately likely.

(3) **Slightly likely:** 20.5% of all respondents who answered are slightly more likely to purchase with the largest age group being ages 18-20 at 31%. 22% of ages 21-23 and 11.4% of ages 24-26 are slightly more likely.

(4) **Neutral:** 36.4% of all respondents who answered marked neutral. The largest age group who answered neutral were the 21 to 23-year-olds at 40.7% followed by 38.6% of ages 24-26 and 24.1% of ages 18-20.

(5) **Slightly unlikely:** 6.8% of all respondents who answered are slightly unlikely to purchase the product if the endorser's face is on the packaging with the largest age group being ages 24-26. 6.8% of ages 21-23 and 3.4% of ages 18-20 are slightly unlikely to purchase.

(6) **Moderately unlikely:** 9.8% of all respondents who answered are moderately unlikely to purchase with the largest age group being ages 24-26 at 11.4%. 10.2% of ages 21-23 and 6.9% of ages 18-20 are moderately unlikely to purchase.

(7) **Extremely unlikely:** 8.3% of all respondents who answered are extremely unlikely to purchase with the largest age group being ages 24-26 at 15.9%. 6.9% of ages 18-20 and 3.4% of ages 21-23 are extremely unlikely to purchase.

Conclusions and Recommendations

As this research is exploratory with a small sample size of 129 respondents, the data offered in conjunction with secondary data may not be enough to sufficiently provide a highly accurate representation of the target audience, but it will be able to provide some insight.

The following summarizes key findings of the research study and includes recommendations based on the collected data:

(1) Do products with celebrity/influencer endorsements raise the perceived value of brands' products amongst ages 18-26?

- 33.3% of all respondents were willing to pay up to 3% more for a celebrity endorsed product than a similar product that is not endorsed with 31% of ages 18-20 willing to pay <1% more and 22.7% of ages 24-26 willing to pay 1-3% more.

Based on this data, the researchers recommended to slightly increase the price of endorsed products by 1% to increase revenue to slightly lower the cost of the endorsement deal. If marketing to ages 18-20, a less than 1% price increase for endorsed products could increase revenue. If marketing to ages 24-26, a 1% or 2% increase would be beneficial to increase revenue for the company.

(2) Are shopping behaviors influenced by the endorsements amongst ages 18-26?

- 43.2% of all respondents are moderately more likely to purchase an endorsed product if the celebrity is considered an expert in the industry with 48.3% of ages 18-20, 40.7% of ages 21-23 and 43.2% of ages 24-26.

- 37.9% of ages 18-20 and 37.3% of ages 21-23 answered that they are slightly more likely to purchase an endorsed product compared to a non-endorsed similar product whereas 15.9% of ages 24-26 are slightly more likely.

- 25.8% of all respondents are expecting moderately better product quality from a celebrity endorsed product compare to a non-endorsed similar product with 31% of 18 to 20-year-olds, 28.8% of 21 to 23-year-olds and just 18.2% of 24 to 26-year-olds.

- 20.5% of all respondents are slightly more likely to purchase an endorsed product if the celebrity's face is on the packaging with 31 % of ages 18-20, 22% of ages 21-23 and 11.4% of ages 24-26.

Survey respondents are moderately more likely to purchase an endorsed product if the endorser is considered an expert in the respective industry, and as such, the researchers recommend the company to consider allocating a higher budget or priority to endorsements with experts, especially if marketing to ages 18-20. This age group is the most likely to purchase a product endorsed by an expert at 48.3%.

Respondents sway towards likeliness to purchase an endorsed product in general, with the most likely age group being 18 to 20-year-olds at 37.9% followed by ages 21-23 at 37.3% of those age brackets. The researchers recommend companies to continue utilizing celebrity/influencer endorsements to promote their products with the focus on experts if marketing towards ages 18-23. If marketing towards ages 24-26, marketing budgets could be better allocated elsewhere.

Product quality is slightly expected to be increased for products with celebrity endorsements as 25.8% of responses are expecting moderately better quality, which is primarily

within the 18 to 20-year-old group followed by the 28.8% of 21 to 23-year-olds. From this data, the researchers recommend increasing product quality, especially as a celebrity is endorsing it.

As 20.5% of all respondents are slightly more likely to purchase a product if the endorser's face is on the packaging, the researchers recommend doing so. The 18 to 20-year-old population is the most likely to purchase if the face is on the packaging at 31% of that age group, which is just under three times the number of ages 24-26.

References

Ginty, A.T. (2013). Construct Validity. In: Gellman M.D., Turner J.R. (eds)

Encyclopedia of Behavioral Medicine. Springer, New York, NY.

https://doi.org/10.1007/978-1-4419-1005-9_861.

Textbook Media Press. (n.d.) *Measurement Methods*. [Powerpoint slides].

D2L.

https://bemidjistate.learn.minnstate.edu/d2l/le/content/4993875/viewContent/45005728/View

Appendices

Appendix A- Survey

Celebrity Endorsements

Survey Flow

Block: Informed Consent (1 Question)

Standard: Demographics (3 Questions)

Standard: Awareness (1 Question)

Standard: Quality Expectations (1 Question)

Standard: Price Influence (1 Question)

Standard: Shopping Behavior (6 Questions)

Standard: Attitudes (1 Question)

Standard: Debriefing Statement (1 Question)

Page
Break

Start of Block: Informed Consent

Dear Participant,

This is a survey regarding whether or not celebrity endorsements raise the perceived value of products amongst college-aged individuals. Please continue only if you are between the ages of 18-26.

The results from your participation in this survey will be used for academic purposes and will be presented as an oral and written report as well as help companies better understand their efforts in marketing through celebrity endorsements.

Your responses will be used to determine perceived change of value of products through endorsements and promotions for academic purposes.

Your participation in this survey is voluntary, and you will be able to discontinue at any point as all previously answered questions will remain recorded.

All respondents are anonymous and no personally identifiable information such as names or IP addresses will be recorded.

The total time to complete is less than 5 minutes, and there are 12 questions.

If you have any questions or concerns regarding the survey, please contact Paige Nelson, Principal Investigator, at paige.nelson.2@live.bemidjistate.edu.

We thank you for your time to participate in this survey.

End of Block: Informed Consent

Start of Block: Demographics

☐

Q1 What is your age?

◯ 18-20 (1)

○ 21-23 (2)

○ 24-26 (3)

Q2 What is your ethnicity?

○ White (1)

○ Black or African American (2)

○ American Indian or Alaska Native (3)

○ Asian (4)

○ Native Hawaiian or Pacific Islander (5)

○ Other (6)

Q3 What is your income level?

○ Less than $10,000 (1)

○ $10,000 - $19,999 (2)

○ $20,000 - $29,999 (3)

○ $30,000 - $39,999 (4)

○ $40,000 - $49,999 (5)

○ $50,000 - $59,999 (6)

○ $60,000 - $69,999 (7)

○ $70,000 - $79,999 (8)

○ $80,000 - $89,999 (9)

○ $90,000 - $99,999 10)

○ $100,000 - $149,999 (11)

○ More than $150,000 (12)

End of Block: Demographics

Start of Block: Awareness

☐

Q4 Are you aware of brands signing deals with celebrities/influencers to promote their products?

○ No (1)

○ Yes (2)

End of Block: Awareness

Start of Block: Quality Expectations

Q5 What level of product quality would you expect from celebrity endorsed products versus non-endorsed products?

○ Much better (1)

○ Moderately better (2)

○ Slightly better (3)

○ Equal (4)

○ Slightly worse (5)

○ Moderately worse (6)

○ Much worse (7)

Q6 Are you, and if so, how much more are you willing to pay for an item that is celebrity endorsed compared to a similar item that is not celebrity endorsed?

○ I'm not willing to pay more (1)

○ Less than 1% (2)

○ 1-3% (3)

○ 3-5% (4)

○ More than 5% (5)

Q7 How likely are you to purchase an item endorsed by a celebrity versus a similar item that isn't?

○ Extremely likely (1)

○ Moderately likely (2)

○ Slightly likely (3)

○ Neutral (4)

○ Slightly unlikely (5)

○ Moderately unlikely (6)

○ Extremely unlikely (7)

Q8 How much more likely are you to purchase a celebrity-endorsed product if their face is on the packaging versus if their face was not on the packaging?

○ Extremely likely (1)

○ Moderately likely (2)

○ Slightly likely (3)

○ Neutral (4)

○ Slightly unlikely (5)

○ Moderately unlikely (6)

○ Extremely unlikely (7)

Q9 Are you more likely to purchase a celebrity endorsed item in-store or online if the prices are the same and you shop at the store regularly?

○ In-store only (1)

○ Preferably in-store (2)

○ Likely in-store (3)

○ Neutral (4)

○ Likely online (5)

○ Preferably online (6)

○ Online only (7)

Page
Break

Q10 Are you more likely to purchase a celebrity endorsed product if the celebrity is considered an expert in that industry?

○ Extremely likely (1)

○ Moderately likely (2)

○ Slightly likely (3)

○ Neutral (4)

○ Slightly unlikely (5)

○ Moderately unlikely (6)

○ Extremely unlikely (7)

Q11 How likely are you to purchase a product if an influencer posted the product on their social media through a paid collaboration with the company?

○ Extremely likely (1)

○ Moderately likely (2)

○ Slightly likely (3)

○ Neutral (4)

○ Slightly unlikely (5)

○ Moderately unlikely (6)

○ Extremely unlikely (7)

Q12 How likely are you to purchase a product if an influencer posted the product on their social media as an UNPAID recommendation based on their personal use?

○ Extremely unlikely (1)

○ Moderately unlikely (2)

○ Slightly unlikely (3)

○ Neutral (4)

○ Slightly likely (5)

○ Moderately likely (6)

○ Extremely likely (7)

End of Block: Shopping Behavior

Start of Block: Attitudes

Q13 How would you describe your general attitude towards brands using endorsements?

_____

End of Block: Attitudes

After receiving completed surveys, the research team from Bemidji State University in Minnesota will use the gathered information to make informed conclusions about the relationships between influencer and celebrity brand endorsements, content and the buying trends of people between the ages of 18-26.

It is not expected that you will experience any adverse effects from this study. If that should happen, please contact a trusted medical provider.

For all inquiries on this study and survey, please contact Paige Nelson, Principal Investigator at paige.nelson.2@live.bemidjistate.edu.
This document is available in alternative formats to individuals with disabilities by calling (218) 755-3883 or through Minnesota Relay Service at 1 (800) 627-3529.

We appreciate your participation in this study and thank you for your time.

Sincerely,
Paige Nelson, Principal Investigator, BSU Student Organization.

Appendix B- Codebook

Variable Name	Description	Data Code
Age	Current age	1=18-20, 2=21-23, 3=24-26
Ethnicity	Ethnicity	1=White, 2=Black or African American, 3=American Indian or Alaska Native, 4=Asian, 5=Native Hawaiian or Pacific Islander, 6=Other
Income	Current Annual Income	1=Less than $10,000, 2=$10,000-$19,999, 3=$20,000-$29,999, 4=$30,000-$39,999, 5=$40,000-$49,999, 6=$50,000-$59,999, 7=$60,000-$69,999, 8=$70,000-$79,999, 9=$80,000-$89,999, 10=$90,000-$99,999, 11=$100,000-$149,999, 12=More than $150,000
Awareness	Knowledge of celebrity/brand deals	1=No, 2=Yes
Quality	Quality Expected of endorsed products	1=Much better, 2=Moderately better, 3=Slightly better, 4=Equal, 5=Slightly worse, 6=Moderately worse, 7=Much worse
Price	Willingness to pay higher for endorsed products	1=I'm not willing to pay more, 2=Less than 1%, 3=1-3%, 4=3-4%, 5=More than 5%
Likeliness	Purchase endorsed product vs non-endorsed	1=Extremely likely, 2=Moderately likely, 3=Slightly likely, 4=Neutral, 5=Slightly unlikely, 6=Moderately unlikely, 7=Extremely unlikely

Face	Likeliness to purchase if face on packaging	1=Extremely likely, 2=Moderately likely, 3=Slightly likely, 4=Neutral, 5=Slightly unlikely, 6=Moderately unlikely, 7=Extremely unlikely
On/Offline	Likeliness to purchase in-store or online	1=In-store only, 2=Preferably in-store, 3=Likely in-store, 4=Neutral, 5=Likely online, 6=Preferably online, 7=Online only
Expert	Likeliness to purchase if celebrity is an expert	1=Extremely likely, 2=Moderately likely, 3=Slightly likely, 4=Neutral, 5=Slightly unlikely, 6=Moderately unlikely, 7=Extremely unlikely
Paid Post	Likeliness to purchase if paid post	1=Extremely likely, 2=Moderately likely, 3=Slightly likely, 4=Neutral, 5=Slightly unlikely, 6=Moderately unlikely, 7=Extremely unlikely
Unpaid Post	Likeliness to purchase if unpaid post	1=Extremely unlikely, 2=Moderately unlikely, 3=Slightly unlikely, 4=Neutral, 5=Slightly likely, 6=Moderately likely, 7=Extremely likely
Attitude	Attitude towards brands using endorsements	Text field

Appendix C-Data Tables

Q1 - What is your age?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your age?	1.00	3.00	2.11	0.73	0.54	132

#	Answer	%	Count
1	18-20	21.97%	29
2	21-23	44.70%	59
3	24-26	33.33%	44
	Total	100%	132

Q2 - What is your ethnicity?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your ethnicity?	11.00	16.00	11.28	1.04	1.09	119

#	Answer	%	Count
11	White	92.44%	110
12	Black or African American	0.84%	1
13	American Indian or Alaska Native	0.84%	1
14	Asian	1.68%	2
15	Native Hawaiian or Pacific Islander	0.84%	1
16	Other	3.36%	4
	Total	100%	119

Q3 - What is your income level?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your income level?	15.00	26.00	17.45	2.30	5.27	119

#	Answer	%	Count
15	Less than $10,000	24.37%	29
16	$10,000 - $19,999	21.01%	25
17	$20,000 - $29,999	13.45%	16
18	$30,000 - $39,999	8.40%	10
19	$40,000 - $49,999	12.61%	15
20	$50,000 - $59,999	10.08%	12
21	$60,000 - $69,999	4.20%	5
22	$70,000 - $79,999	3.36%	4
23	$80,000 - $89,999	1.68%	2
24	$90,000 - $99,999	0.00%	0
25	$100,000 - $149,999	0.00%	0
26	More than $150,000	0.84%	1
	Total	100%	119

Q4 - Are you aware of brands signing deals with celebrities/influencers to promote their products?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you aware of brands signing deals with celebrities /influence rs to promote their products?	1.00	2.00	1.93	0.26	0.07	128

#	Answer	%	Count
1	No	7.03%	9
2	Yes	92.97%	119
	Total	100%	128

Q5 - What level of product quality would you expect from celebrity endorsed products versus non-endorsed products?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What level of product quality would you expect from celebrity endorsed products versus non-endorsed products?	15.00	20.00	16.98	1.31	1.72	116

#	Answer	%	Count
15	Much better	13.79%	16
16	Moderately better	29.31%	34
17	Slightly better	15.52%	18
18	Equal	30.17%	35
19	Slightly worse	8.62%	10
20	Moderately worse	2.59%	3
21	Much worse	0.00%	0
	Total	100%	116

Q6 - Are you, and if so, how much more are you willing to pay for an item that is celebrity endorsed compared to a similar item that is not celebrity endorsed?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you, and if so, how much more are you willing to pay for an item that is celebrity endorsed compared to a similar item that is not celebrity endorsed?	1.00	6.00	2.14	1.28	1.63	124

#	Answer	%	Count
1	I'm not willing to pay more	47.54%	58
2	Less than 1%	15.57%	19
3	1-3%	20.49%	25
4	3-5%	14.75%	18
6	More than 5%	1.64%	2
	Total	100%	122

Q7 - How likely are you to purchase an item endorsed by a celebrity versus a similar item that isn't?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How likely are you to purchase an item endorsed by a celebrity versus a similar item that isn't?	1.00	7.00	3.57	1.05	1.11	120

#	Answer	%	Count
1	Extremely likely	0.83%	1
2	Moderately likely	13.33%	16
3	Slightly likely	33.33%	40
4	Neutral	40.83%	49
5	Slightly unlikely	5.00%	6
6	Moderately unlikely	5.83%	7
7	Extremely unlikely	0.83%	1
	Total	100%	120

Q8 - How much more likely are you to purchase a celebrity-endorsed product if their face is on the packaging versus if their face was not on the packaging?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How much more likely are you to purchase a celebrity-endorsed product if their face is on the packaging versus if their face was not on the packaging?	17.00	22.00	19.23	1.35	1.81	115

#	Answer	%	Count
16	Extremely likely	0.00%	0
17	Moderately likely	6.09%	7
18	Slightly likely	23.48%	27
19	Neutral	41.74%	48
20	Slightly unlikely	7.83%	9
21	Moderately unlikely	11.30%	13

| 22 | Extremely unlikely | 9.57% | 11 |
| | Total | 100% | 115 |

Q9 - Are you more likely to purchase a celebrity endorsed item in-store or online if the prices are the same and you shop at the store regularly?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you more likely to purchase a celebrity endorsed item in-store or online if the prices are the same and you shop at the store regularly?	1.00	7.00	3.91	1.32	1.73	120

#	Answer	%	Count
1	In-store only	1.67%	2
2	Preferably in-store	15.83%	19
3	Likely in-store	20.00%	24
4	Neutral	28.33%	34
5	Likely online	21.67%	26
6	Preferably online	11.67%	14
7	Online only	0.83%	1
	Total	100%	120

Q10 - Are you more likely to purchase a celebrity endorsed product if the celebrity is considered an expert in that industry?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you more likely to purchase a celebrity endorsed product if the celebrity is considered an expert in that industry?	1.00	13.00	9.26	1.38	1.90	116

#	Answer	%	Count
8	Extremely likely	10.81%	12
9	Moderately likely	51.35%	57
10	Slightly likely	27.03%	30
11	Neutral	7.21%	8
12	Slightly unlikely	0.90%	1
13	Moderately unlikely	2.70%	3
14	Extremely unlikely	0.00%	0
	Total	100%	111

Q11 - How likely are you to purchase a product if an influencer posted the product on their social media through a paid collaboration with the company?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How likely are you to purchase a product if an influencer posted the product on their social media through a paid collaboration with the company?	16.00	21.00	18.02	1.22	1.50	111

#	Answer	%	Count
15	Extremely likely	0.00%	0
16	Moderately likely	7.21%	8
17	Slightly likely	27.03%	30
18	Neutral	41.44%	46
19	Slightly unlikely	11.71%	13
20	Moderately unlikely	6.31%	7

21	Extremely unlikely	6.31%	7
	Total	100%	111

Q12 - How likely are you to purchase a product if an influencer posted the product on their social media as an UNPAID recommendation based on their personal use?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How likely are you to purchase a product if an influencer posted the product on their social media as an UNPAID recommendation based on their personal use?	31.00	37.00	34.50	1.64	2.70	111

#	Answer	%	Count
31	Extremely unlikely	4.50%	5
32	Moderately unlikely	13.51%	15
33	Slightly unlikely	7.21%	8
34	Neutral	17.12%	19
35	Slightly likely	24.32%	27

36	Moderately likely	26.13%	29
37	Extremely likely	7.21%	8
	Total	100%	111

Q13 - How would you describe your general attitude towards brands using endorsements?

How would you describe your general attitude towards brands using endorsements?

In a time completely ran by social media it is good move by companies to use endorsements and social media influencers. I don't think it is a bad thing and I think most people are smart enough to not buy a product just because it is endorsed by a celebrity or influencers.

Endorsements don't change the perception of any product for me

I don't mind it

Looks good, but adds no actual value

More interested than not

Neutral

If a brand does not have the merit on their own, they likely have an inferior product

Brands send me items to review on my social media platforms but I be sure to tell them that if I end up not liking them I won't show them to my supporters. I only show things I would be happy paying for.

Not all celebrities should be endorsers. They just want the money. Doesn't mean they use or even like the product.

I don't mind it and if it works why not,

Much more cool and more enticing if i can relate or like the endorser.

Fairly neutral.

I like that to an extent. Depends on the brand.

It's a marketing strategy and it only has a slight impact if any at all in my purchasing decision

Neutral

I think endorsements are a good way to spread word about a product. However, personally, it doesn't really sway my opinion about a product one way or another.

I think it's good for the celebrity, I don't think about it too much

I think it's smart

Brand endorsements are a way for the person to sell you something you don't need, so they may get more rich.

Idk

Good

I think it is a smart move on producers to us these people to endorse their products.

Interested

Ehh

Neutral. I respect it from an entrepreneurial perspective

Is what it is

Neutral

Indifferent

Don't care

Neutral

Getting endorsements for an ad for an EXTREMELY low cost to them to a huge audience with virtually no downsides... which seems untrustworthy

I like brands using endorsements because it definitely sells to have an athlete or celebrity associated with the product and brand.

It depends on what it is. A lot of the time I feel like it's the same 5 products that don't actually do anything and are just trying to get young kids to spend money because Kylie Jenner told you to buy it.

Personally I believe that if a product is as good as it states they shouldn't need a celebrity or influencer to help promote it.

It's a good marketing strategy so I don't mind

Neutral

Neutral mostly positive

they are smart investments for both sides

I think it is important for many companies and businesses to gain profits because celebrities are a people that most of the general public trust and look up to

It's smart but products lose reliability when endorsed by celebrities for pay

I do not care which celebrities are advertising which products. I would/wouldn't buy it regardless of celebrity endorsements. I buy the product for the product itself.

Too common to be influential anymore

Personally I feel celebrity endorsed products are usually cheap items like what you see on the "as seen on tv" products more than likely not always that great of a product

Gets the word out

Great

neutral

Necessary, but seems like companies choose random celebrities. Rather have endorsements that make sense.

Neutral, I'm not against it but I don't buy something as soon as I see that something is endorsed

Like they are using the emotions of people attracted to celebrities to increase sales, slimy marketing

Makes sense for money reason's, but the endorsement has no correlation to product quality. Make the endorsement more of a money making tool in my eyes.

It depends but neutral

Generally I purchase items based on price and design. More likely to buy the generic designed brand over endorsed brand. More likely to buy the book with the generic design over the movie adaptation with the actor's face on the cover.

Mostly indifferent, unless it's a celebrity that I'm really interested in

Neutral, sale items will always be my focus over endorsed products

It's fine

I generally like to believe that if a celebrity endorses something z it is because they genuinely like and use that product. This has made me realize that may not always be the case.

It's a great marketing scheme for companies but it can be super dangerous for young people to see people they look up to promoting unhealthy products (e.g. detox teas)

It is Capitalism at its finest. Like everything, our country revolves around money.

You know they are getting paid to just promote the product whether its actually something they use or have tried once. Id say unless i have a need for the product and they are an expert i usually dont bother

Ehhh, they usually aren't better than the ones that aren't endorsed.

Neutral

I think it's a good selling point, however, the person endorsing the product should be somehow related to the product for it to make sense.

Wary, curious

I could care less, celebrities don't always do it because they like the product, but instead just for a paycheck

I feel as though brands that use endorsements overcharge for their products in order to afford the endorsement. In my experience products with endorsements have a lower quality ion both structure and performance.

Can be useful if not abused

Think they are overused. Companies use celebrities to gain a wider audience range.

My attitude is indifferent towards brands using endorsements.

Sometimes it makes sense, in the fishing industry it's kind of the standard. In other industry's, it doesn't make as much sense. Brett Favre endorsing Gillette doesn't make me buy Gillette razors.

Higher quality and

Understand that it has been proven to be effective but can be harmful to the brand if the endorser is not viewed favorably by the general public

Ew David

They gotta get their brand out there to make more money

Indifferent

Very neutral, when in the store I buy things based off of price and past use. If it has someone special on the package it wont scare me away or draw me in.

I think it's pretty dumb but smart on their end. I find it annoying

Money for both brands the person and company

I say when they do it in an honest way it is very smart on the business's end

It's good for both sides, each earn something from the deal

Annoyed

More negative, I feel wary of marketing "schemes"

Meh

Positive

it honestly depends on how they are endorsing the product and in what context

Depends on the product and how much im going to use it

Can be a good marketing tactic as long as it's not overdone

They get a lot of money from endorsements because there are a lot of people that buy the product just because a celebrity said to.

It can make brands seem a bit like they're trying to buy me by using well like celebrities, but normally I'm neutral on the matter

I don't mind.

Neutral

I think they're a little cheesy and I'd rather get reviews from less biased people

good